

RETAILING—SCHOOL STORE

Levels:	Grade 10-12
Units of Credit:	1 Semester (.5)
CIP Code:	08.0705
Prerequisite:	None

COURSE DESCRIPTION

Retailing is a program that will prepare the student to operate businesses that sell, rent, or lease goods and services. This course will provide insight into the theory behind buying, storing, pricing, advertising, display, selling, financing, and other activities necessary for successful business operations. Students taking marketing classes should have the opportunity to participate in the DECA organization (student marketing leadership association). DECA-related activities and curricula may be used as an approved part of all marketing classes.

STANDARD 08.0705-01	Students will understand basic marketing and retail merchandising concepts.
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OBJECTIVES

08.0705-0101	Know and understand the definitions of basic marketing terminology. (Resources: <i>Marketing Essentials</i> Chapter 1) <ul style="list-style-type: none">○ Define marketing, products, goods, and services. (Resources: <i>Retailing</i>) <ul style="list-style-type: none">○ Define retailing and merchandising.
08.0705-0102	Know and understand the seven functions of marketing. (Resources: <i>Marketing Essentials</i> Chapter 1) <ul style="list-style-type: none">○ Define each function of marketing.○ Identify activities involved with each function.
08.0705-0103	Determine forms of economic utility created by marketing activities. (Resources: <i>Marketing Essentials</i> Chapter 1) <ul style="list-style-type: none">○ Explain the benefits of marketing.○ Identify the five economic utilities.
08.0705-0104	Know and understand the marketing concept. (Resources: <i>Marketing Essentials</i> Chapter 2) <ul style="list-style-type: none">○ Define the marketing concept.

STANDARD 08.0705-02	Students will understand the marketing mix and strategies used in marketing research.
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OBJECTIVES

08.0705-0201	Know and understand market segmentation and target marketing elements. (Resources: <i>School Store Operations</i> Chapter 1) <ul style="list-style-type: none">○ Describe how to reach your target market.○ Explain how to analyze your competition.
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08.0705-0202

Know and understand the role of the marketing mix and research in a retail store.

(Resources: *School Store Operations* Chapter 1)

- Describe how the marketing mix is used in making buying decisions.
- Identify sources of information to help determine what to buy.

**STANDARD
08.0705-03**

Students will understand how to develop a business plan and prepare for personnel needs in a retail store.

OBJECTIVES

08.0705-0301

Know and understand the parts of a retail business plan.

(Resources: *School Store Operations* Chapter 2)

- Identify the elements of a business plan.
- Explain the organizational and marketing plan.
- Identify the purpose of a financial plan.

08.0705-0302

Know and understand personnel needs for a retail store.

(Resources: *School Store Operations* Chapter 2)

- Explain the factors for determining personnel needs.
- Know the procedures for creating a hiring plan.
- Identify criteria for hiring employees.

**STANDARD
08.0705-04**

Students will have an understanding of the mechanics of operating a retail store.

OBJECTIVES

08.0705-0401

Understand how to prepare for opening day.

(Resources: *School Store Operations* Chapter 2)

- Explain the importance of preparing for opening day.
- Identify the steps needed to prepare for opening day.

08.0705-0402

Understand how to make a retail store operational.

(Resources: *School Store Operations* Chapter 3)

- Identify types of merchandise and strategies for managing the merchandise mix.
- Describe buying activities and explain strategies for pricing.
- Identify the stock handling process and the procedures for handling returns to vendors.
- Explain the methods used for calculating inventory.
- Explain causes of shrink and ways to prevent it.

08.0705-0403

Understand the basics of handling cash, maintaining the store, and establishing policies and procedures.

(Resources: *School Store Operations* Chapter 4)

- Describe procedures for handling cash and how to process checks and credit and debit transactions.
- Explain procedures for maintaining the cash drawer.
- Know proper store maintenance techniques.
- Explain the purpose of operating policies and procedures.
- Describe the information to be included in a store policy manual.

08.0705-0404

Understand the measures used in securing a retail store.

(Resources: *School Store Operations* Chapter 7)

- Explain security policies and safety precautions for a school-based enterprise.
- Explain the role of equipment in store security and explain the role of employee supervision in store security.
- Describe internal and external theft and how it is committed.

08.0705-0405

Understand the selling process and the importance of customer service.

(Resources: *School Store Operations* Chapter 8)

- Explain the function of selling and describe the steps in the selling process.
- Know the types of services offered by stores.
- Describe the benefits of providing customer services.
- Identify the importance of selling policies and identify selling policies used by retailers.

**STANDARD
08.0705-05**

Students will understand basic accounting practices and procedures used in retailing.

OBJECTIVES
08.0705-0501

Understand how to account for profits using basic accounting methods.

(Resources: *School Store Operations* Chapter 5)

- Describe basic financial records used by businesses.
- Explain the uses of income statements and balance sheets.
- Explain how to manage the cash flow of a business.
- Identify computerized accounting systems and their purpose in a retail store.

**STANDARD
08.0705-06**

Students will understand the importance of promotion in a retail business.

OBJECTIVES
08.0705-0601

Understand the elements involved in promoting a business, including sales promotion, visual merchandising, advertising, and publicity.

(Resources: *School Store Operations* Chapter 6)

- Identify different types of sales promotions.
- Explain the elements of a promotional strategy.
- Describe the components of visual merchandising.
- Identify the stages involved in executing a display.
- Identify types of advertising and the steps involved in developing an advertising plan.
- Describe the different types of special events and promotions.

**STANDARD
08.0705-07**

Students will identify the role of managers and employees in a retail store and the skills needed to be successful.

OBJECTIVES
08.0705-0701

Understand the role of the manager and skills needed to operate effectively within a management team.

(Resources: *School Store Operations* Chapter 9)

- Describe the manager's role within the school-based enterprise.
- Identify skills needed for management positions.
- Describe training and educational opportunities for managers.

- Explain different types of organizational structures.
- Identify various management positions within an organization.

08.0705-0702

Understand how to achieve employee success.

(Resources: *School Store Operations* Chapter 10)

- Describe how to keep proper documentation, practice job rotation, and involve employees in the decision-making process.
- Explain various approaches to employee training.
- Describe the purpose of performance evaluations.

CURRICULUM RESOURCES:

DECA, Inc., *School Store Operations*, Thomson South-Western. ISBN 0-538-43827-4.

Farese, Lois Schneider, Kimbrell, Grady, and Woloszyk, Carl A. *Marketing Essentials, Third Edition*. Glencoe McGraw-Hill. ISBN 0-02-644191-8.

PLEASE NOTE: **The following textbook was used for the retailing and merchandising definition:**

Dunne, Patrick, Lusch, Robert, Gable, Myron, and Gebhardt, Randall. *Retailing*. South-Western Publishing Co. ISBN 0-538-81443-8.

*Retailing – All the business activities necessary to sell goods and services to the final consumer. The final stage in the flow of merchandise from producer to consumer.

*Merchandising – The planning and control involved in the buying and selling of goods and services.

PERFORMANCE OBJECTIVE/DETAILED EXPLANATIONS

Performance Objectives – Required

Students must complete **both** of the required performance objectives below to fulfill the state requirement for performance. Indicate completion of competencies below.

- Demonstrate the sales process in a retail setting.
- Operate a point-of-sale terminal or register, including all associated activities: count change, calculate sales tax, balance and verify till, and process merchandise returns.

Performance Objectives – Optional Activities

Select and complete **five (5) of the twelve (12)** optional performance objectives below to fulfill the state requirement for performance. Indicate which of the competencies have been completed below.

- Analyze the product mix for a retail store, and recommend changes or improvements to the mix.
- Review security measures for the school store and make recommendations for improvements.
- Arrange purchase and ordering of a product.
- Create an organizational flowchart for the school store.
- Outline the distribution channel for a product.
- Review or design a pricing strategy for the school store.

- Determine or outline a receiving process for a small business.
- Describe ethical behavior for employees in a retail setting.
- Design a store policy manual for the school store.
- Design a retail sales promotion for a product or service.
- Design a retail store layout or blueprint identifying different types of displays.
- Construct a merchandise display or point-of-sale promotion.